



CABA: Pioneering the Future of Self Storage in Spain

Spain's self storage sector has experienced extraordinary growth in recent years, and at the center of this transformation stands CABA, a company that has redefined storage services for both individuals and businesses. With its innovative approach, customer-focused philosophy, and commitment to technological advancement, CABA has become a trailblazer in Spain's burgeoning self storage market. But what sparked its meteoric rise, and what makes CABA stand out in such a rapidly evolving industry?

THE ORIGINS OF CABA

CABA was founded in 2022 as a response to the growing need for space in Spain's major cities. The initiative was led by Renta Corporación, a real estate company with over 30 years of experience. The concept was born to address challenges such as rising real estate prices, smaller home sizes, and increased accumulation of belongings. Spearheaded by Fernando Vanrell, an expert in the self storage sector, CABA Trasteros combines expertise and technology to revolutionize the industry.

The name "CABA" itself carries meaning—a clever play on words in Spanish. "Caba" translates to "fits," which perfectly embodies the company's mission to offer storage solutions that accommodate customers' belongings, regardless of size or space constraints. The name reflects CABA's commitment to providing customizable storage options that meet the diverse needs of its growing customer base.

EXPANDING ACROSS SPAIN

Since its establishment in 2022, CABA Trasteros has experienced remarkable growth. It currently operates 20 centers (18 operational and 2 in the pipeline) across Barcelona, Madrid, Palma de Mallorca, and Zaragoza. By 2025, the company aims to double its locations to 40, further expanding its "neighborhood storage" model to new cities. Although its current focus is on Spain, the company also envisions international expansion in the future. The company's growth trajectory is set to continue, with plans to open 60 more storage centers by 2027. This expansion is part of CABA's broader strategy to scale rapidly and stay ahead of the rising demand for urban storage solutions. However, the company's immediate focus is to strengthen its presence in Spain's key urban markets, offering seamless, accessible storage options to both individuals and businesses.

WHAT'S DRIVING THE INCREASED DEMAND FOR STORAGE?

Growing demand for self-storage in Spain reflects global trends. Urbanization has increased rent prices and reduced living space, driving people to seek extra

storage. Downsizing, frequent relocations, home renovations, and transitional needs further boost this demand. Additionally, e-commerce growth has led small businesses to rely on self-storage for inventory and equipment. CABA addresses these needs with flexible, secure storage solutions for personal and business use, accommodating everything from seasonal items to commercial stock.

INNOVATION AND TECHNOLOGY AT THE CORE

Technology is a cornerstone of CABA Trasteros' strategy. The complete digitalization of its processes includes online bookings, access via PIN codes, and 24/7 security systems, ensuring maximum efficiency and an exceptional user experience (UX). The company stands out for its focus on developing tailored tools that meet its specific needs, enhancing both operations and customer satisfaction.

The company's user-friendly digital interface allows customers to manage their storage units from their smartphones, making it easy to reserve, access, and pay for storage units without ever needing to step into an office. Additionally, the integration of flexible contract terms and smart lockers ensures that customers can choose storage solutions that meet their specific needs—whether for the short term or long term.

Under the leadership of Fernando Vanrell, CABA has fostered a culture of automation and efficiency. Vanrell has been instrumental in driving the company's innovative approach, leveraging technology to enhance operational efficiency and create a seamless, hassle-free experience for customers.

A BRIGHT FUTURE: EXPANDING BEYOND SPAIN

CABA is exploring international plans for the future. A strategic partnership with BC Partners Real Estate, finalized in November 2024, brings €40 million in investment for a 30% stake. This funding bolsters CABA's growth, enabling it to expand its network, enhance digital solutions, and elevate customer experience, solidifying its role as a key player in the industry.

CABA is revolutionizing Spain's self-storage industry, addressing the growing demand for secure, flexible, and convenient storage solutions driven by urbanization and e-commerce. With a focus on customer satisfaction, advanced security, and innovative technology, CABA delivers tailored options for personal and business needs, solidifying its position as a market leader.

Poised for national and international expansion, CABA is shaping the future of urban storage, setting new standards for accessibility, efficiency, and reliability in a rapidly evolving market.